

**VONS**

# Annual Cheese Sale!



At your friendly VON'S Market you'll find a most complete assortment of the finest domestic and imported cheeses. A variety of cheese to satisfy every taste. Cheese is economical and healthful... eat more cheese.

## QUALITY MEATS

IOWA BRAND—EASTERN CORN FED PIG PORK, HICKORY SMOKED, SUGAR CURED—6 TO 8 POUNDS—SHORT SHANK  
**SMOKED PICNICS 39¢ LB.**

U. S. GOV'T. GRADED 'CHOICE' AND 'GOOD' STEER BEEF  
**BEEF STEAKS** ROUND OR SWISS **73¢ LB.**  
 U. S. GOV'T. GRADED 'PRIME' AND 'CHOICE'  
**LAMB ROAST** WHOLE SHOULDER 5 TO 6 LBS. **49¢ LB.**  
 TENDER, PLATE **BOILING BEEF** 15¢ MEATY, TENDER **SHORT RIBS** 25¢  
 EASTERN CORN-FED PIG PORK  
**SPARE RIBS** SMALL-MEATY **43¢ LB.**

U. S. GOV'T. GRADED 'CHOICE' AND 'GOOD' STEER BEEF  
**BEEF ROASTS** WELL TRIMMED AND PROPERLY AGED  
**BLADE CUT CHUCK** 39¢ LB. **CENTER CUT CHUCK** 45¢ LB. **STANDING RIB OVEN-READY** 73¢ LB.

OVEN-READY—GRADE A—20 TO 22 POUNDS  
**TOM TURKEYS** 49¢ LB.  
 SWIFT'S BROWN 'N SERVE—JUST HEAT AND EAT  
**LINK SAUSAGE** 1/2 LB. PKG. 45¢ EA.  
 FRESH FILLETS OF **RED ROCKFISH** 45¢ **NORTHERN PACIFIC HALIBUT STEAKS** 47¢ **FANCY, TOP QUALITY SCALLOPS** 79¢  
**SALMON STEAKS** 57¢

DROMEDARY **GINGERBREAD MIX** 14 OZ. PKG. 26¢  
 POMPEIAN IMPORTED **OLIVE OIL** 4 OZ. BTL. 21¢  
 WEBER'S **EGG NOODLES** 12 OZ. PKG. 28¢  
 Case & Maple Syrup—12 oz. Btl. 37¢  
**VERMONT MAID** 24 OZ. BTL. 51¢  
 La-Nut—Fresh Ground—14 oz. Jar 43¢  
**PEANUT BUTTER** 21 OZ. JAR 59¢  
 FOR ALL BREEDS **GALO DOG FOOD** 2 TALL CANS 27¢

FRANCO AMERICAN—with cheese sauce **SPAGHETTI** 15 1/2 OZ. CAN 15¢  
 Wonder Blue Rose—1 Lb. Pkg. 18c **WHITE RICE** 2 LB. PKG. 35¢  
 GIFFORD LARGE PITTED **RIPE OLIVES** PINT CAN 29¢  
 SUPERIOR BLENDED **HONEY** 12 OZ. JAR 28¢ 24 OZ. JAR 49¢  
 GRADE AA—FIRST QUALITY **CHALLENGE BUTTER** 1 LB. CTN. 79¢  
 BROOKFIELD GRADE A—FIRST QUALITY **SWIFT'S BUTTER** 1 LB. CTN. 78¢

VON'S OREGON FULL CREAM NATURAL  
**CHEDDAR CHEESE** 53¢ LB.  
 FOR SNACKS, SANDWICHES OR COOKED FOODS

WISCONSIN SLICED LOAF  
**AMERICAN CHEESE** 57¢ LB.  
 BORDEN'S—FRESH  
**CREAM CHEESE** 8 OZ. PKG. 37¢

CELLAR CURED REEDSPORT  
**SHARP CHEESE** 69¢ LB.  
 FOR LOVERS OF A CREAMY, FLAVORFUL SHARP CHEESE

FULL FLAVOR, FANCY WISCONSIN  
**SWISS CHEESE** IN THE PIECE 73¢ LB.  
 DELICIOUS IN SANDWICHES, SALADS OR AS A DESSERT

JERSEYMAID—SMALL OR LARGE CURD  
**COTTAGE CHEESE** PT. CTN. 23¢  
 VON'S TASTY  
**BLEU CHEESE DRESSING** PT. BTL. 59¢

PLUMROSE IMPORTED DANISH  
**BLEU CHEESE** 79¢ LB.  
 FOR SALADS, SNACKS OR AS A DESSERT

SENSATIONAL OFFER!  
 15¢ COUPON  
 on Special 5 & 10 lb. sacks  
**GOLD MEDAL**  
 "Kitchen-tested" ENRICHED FLOUR  
 5 lbs. 49¢ 10 lbs. 89¢

CHUNK STYLE  
**STAR-KIST TUNA** NO. 1/2 CAN 27¢  
 PURE VEGETABLE SHORTENING  
**SPRY** 3 LB. CAN. 75¢  
 AUNT JENNY  
 PIE RECIPE BOOK FREE

SWIFT'S ALLSWEET—YELLOW  
**MARGARINE** 1 LB. CTN. 25¢  
 EVAPORATED  
**PET MILK** 3 TALL CANS 39¢

REDEEM COUPONS HERE  
 Drink **NESCAFE**  
**INSTANT COFFEE**  
 4 OZ. JAR 55¢ 12 OZ. JAR \$1.59

GOLD MEDAL—SPAGHETTI OR  
**MACARONI** 1 LB. PKG. 21¢ 2 LB. PKG. 40¢  
**MARTINELLI APPLE JUICE** QT. BTL. 30¢ 1/2 GAL. BTL. 59¢  
 NEW FOAMING ACTION  
**AJAX CLEANSER** 2 CANS FOR 25¢  
 MAKES DISHES SHINE  
**VEL** LARGE PACKAGE 27¢ GIANT PACKAGE 67¢  
 FOR FABULOUS SUDS  
**FAB** LARGE PACKAGE 27¢ GIANT PACKAGE 67¢  
 TOILET SOAP  
**PALMOLIVE** 3 REG. BARS 23¢ 2 BATH SIZE 23¢  
 CASHMERE BOUQUET  
**TOILET SOAP** 3 REG. SIZE 23¢ 2 BATH SIZE 23¢

ORANGE PEKOE **LIPTON TEA** 3 1/2 LB. PKG. 35¢ 1/2 LB. PKG. 68¢  
**LIPTON TEA BAGS** PKG. OF 16 21¢ PKG. OF 48 58¢  
 HAND SOAP  
**BORAXO** 8 OZ. CAN 18¢ 16 OZ. CAN 31¢  
 20 MULE TEAM  
**BORAX** 1 LB. PKG. 18¢ 2 LB. PKG. 33¢  
 REGULAR 19c  
**O-GEL-O SPONGE** 2 FOR 25¢  
 JUMBO BLEACHED  
**TEA TOWELS** EA. 33¢

**SAVE UP TO 15¢**  
 ON YOUR NEXT BOTTLE  
**VERMONT MAID SYRUP**  
 WITH COUPONS INSIDE  
**Pillsbury PANCAKE MIX**  
 1 1/4 lb. 19¢ 2 1/2 lb. 36¢

DENNISON'S CANNED MEATS  
**BEEF STEW** 15 1/2 OZ. CAN 38¢  
**CHILI CON CARNE** WITH BEANS 18 OZ. CAN 33¢  
**SPAGHETTI-MEAT BALLS** 18 OZ. CAN 25¢

**COSMETICS-SUNDRIES**  
 REMOVES DANDRUFF—RELIEVES ITCHY SCALP  
**Kremil Shampoo** 4 OZ. BTL. 59¢  
 PALMOLIVE "AEROSOL"  
**Rapid Shave** 6 1/4 OZ. CAN 79¢  
 FOR CORNS, BUNIONS, CALLUSES  
**Blue Jay Plasters** BOX 33¢

**Gerber's**  
 Strained or Junior  
**BABY FOODS**  
 3 4 1/2 OZ. CANS 25¢

500 VALUE!  
**CHEESAWE** ONLY 50¢  
 and label from  
**PUREX** LAUNDRY BLEACH 1/2 GAL. BTL. 29¢  
 QUART BOTTLE... 17¢ GAL. BOTTLE... 49¢

SWIFT'S BROOKFIELD  
**CHEESE FOOD** FOR COOKING OR SANDWICHES 2 LB. LOAF 83¢  
 GOOD HOT OR COLD  
**SWIFT'S PREM** 12 OZ. CAN 39¢  
 SUNSHINE—FRESH BAKED  
**HI HO CRACKERS** 1 LB. PKG. 29¢  
 PACIFIC THIN-FLAKE

**FROZEN FOOD VALUES**  
**BIRDSEYE FRESH PEAS** 12 OZ. PKG. 17¢  
**BIRDSEYE FRENCH FRIES** 10 OZ. PKG. 19¢  
**DOLE—HAWAIIAN PINEAPPLE CHUNKS** 14 OZ. CAN 21¢

**SALTINE CRACKERS** 1 LB. PKG. 19¢  
 BORDEN'S—FRESH  
**MAYONNAISE** PT. JAR 33¢ QT. JAR 55¢  
 HUNT'S  
**CLING PEACHES** SLICED OR HALVES NO. 2 1/2 CAN 23¢  
 MONTMORENCY  
**PIE CHERRIES** RED, TART, FITTED NO. 2 CAN 19¢  
 JERSEYMAID  
**FRESH BUTTER** FIRST QUALITY GRADE AA 1/2 LB. CTN. 33¢  
 CASE-SWAYNE  
**BAKED BEANS** CARAMELIZED 27 OZ. JAR 19¢  
 EVANS—SMALL, WHITE, DRIED  
**NAVY BEANS** 1 LB. PKG. 13¢ 2 LB. PKG. 25¢

## Really-Fresh PRODUCE

FINEST WASHINGTON STARKING DELICIOUS  
**APPLES** 2 LBS. 29¢  
 FRESH PULLED KANDY  
**CARROTS** LARGE BUNCH 5¢  
 FRESH-PICKED  
**ROMAINE** 2 LBS. 15¢  
 LARGE CALAVO FUERTE  
**AVOCADOS** 1/2-LB. SIZE 2 FOR 25¢



1260 REDONDO BEACH BLVD.  
 AT NORMANDIE

Van de Kamp's **Specials**  
 Feb. 19, 20, 21

Palm Leaf **COFFEE CAKE**... 23¢ ea. (Reg. 29¢ ea.)

2-Layer Chocolate **PECAN CAKE**... 89¢ ea. (Reg. 99¢ ea.) 4 1/2 lb.

Van de Kamp's **BAKERIES**